

ORDER



Orders	Order / Rev:	712791
	Alt Order #:	06310820
	Product Desc:	ROMNEY FOR PRESIDENT
	Estimate:	72
	Flight Dates:	09/12/12 - 09/18/12
	Original Date / Rev:	09/13/12 / 09/13/12
	Order Type:	Political

	WKYC
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	American Rambler Productions/ POL
	Buying Contact:	
	Billing Contact:	
		138 Conant Street
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Romney/ R / President
	Demographic:	A35+
	Product Codes:	PL-Presidential
	Priority:	P-3
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	72	\$65,475.00	\$55,653.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	72	\$65,475.00	\$55,653.75	0.00
Totals	72	\$65,475.00	\$55,653.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	18%	\$65,475.00
Market	100%	\$363,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	28%	\$101,850.00
WJW	36%	\$130,950.00
WOIO	18%	\$65,475.00
WUAB	0%	\$0.00

[illegible]

Order / Rev: 712791
 Alt Order #: 06310820
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 72
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		2X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		6			\$800.00			0.00			
4	WKYC	09/17/12	09/18/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		2X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		4			\$800.00			0.00			
5	WKYC	09/17/12	09/18/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2			\$400.00			0.00			
6	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3			\$400.00			0.00			
7	WKYC	09/17/12	09/18/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2			\$200.00			0.00			
8	WKYC	09/12/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3			\$200.00			0.00			
9	WKYC	09/17/12	09/18/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2			\$375.00			0.00			
10	WKYC	09/12/12	09/14/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3			\$375.00			0.00			
11	WKYC	09/17/12	09/18/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2			\$450.00			0.00			
12	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3			\$450.00			0.00			
13	WKYC	09/17/12	09/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2			\$1,800.00			0.00			
14	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3			\$1,800.00			0.00			
N15	WKYC	09/12/12	09/14/12		CM	7-730p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00

Order / Rev: 712791
 Alt Order #: 06310820
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 72
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-730p Channel 3 News at 7P															
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/10/12-09/16/12		M-F 7-730p	7-730p		--WThF----	:30	(\$1,800.00)	0.00	NM				
See MG 15.4 [Prgm Change]															
4	NKYC	09/16/12-09/16/12		Post NFL News	Various		-----Su	:30	\$1,800.00	0.00	NM				
Ⓜ MG for 15.1 09/14															
16	WKYC	09/17/12	09/18/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$1,800.00		0.00						
17	WKYC	09/17/12	09/18/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$1,800.00		0.00						
18	WKYC	09/12/12	09/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,800.00		0.00						
19	WKYC	09/17/12	09/18/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$800.00		0.00						
20	WKYC	09/12/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$800.00		0.00						
21	WKYC	09/17/12	09/18/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$350.00		0.00						
22	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$350.00		0.00						
23	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$800.00		0.00						
24	WKYC	09/15/12	09/15/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$800.00		0.00						
25	WKYC	09/15/12	09/15/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$1,800.00		0.00						
26	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 712791
 Alt Order #: 06310820
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 72

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
26	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$800.00		0.00			
27	WKYC	09/16/12	09/16/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$1,800.00		0.00			
28	WKYC	09/16/12	09/16/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		2				\$1,800.00		0.00			
													Totals	72	\$65,475.00